



41

Electronic Filing System (EFS) Data
Electronic Patent Application Submission
USPTO Use Only

EFS ID: 66536
Application ID: 09748942
Title of Invention: Advertisement distribution system for distributing targeted advertisements in television systems
First Named Inventor: Charles Eldering
Domestic/Foreign Application: Domestic Application
Filing Date: 2000-12-27
Effective Receipt Date: 2004-08-12
Submission Type: Information Disclosure Statement
Filing Type:
Confirmation number: 6478
Attorney Docket Number: T721-15
Total Fees Authorized: 180.0
Payment Category: Deposit Account
Deposit Account Number: 501535
Deposit Account Name: Patti Hespell
Access Code: ****
RAM Payment Status: RAM success
RAM User ID: EFSPROD
RAM Accounting Date: 2004-08-12
RAM Sequence Number: 11



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Digital Certificate Holder: cn=Douglas Ryder,ou=Registered Attorneys,ou=Patent and Trademark Office,ou=Department of Commerce,o=U.S. Government,c=US
Certificate Message Digest: cd4a21039b06ba4ac83a736ba912a4a697eefb93



TRANSMITTAL

Electronic Version v1.1

Stylesheet Version v1.1.0

Title of Invention	Advertisement distribution system for distributing targeted advertisements in television systems							
<div>Application Number: 09/748942 Date: 2000-12-27 First Named Applicant: Charles A Confirmation Number: 6478 Attorney Docket Number: T721-15</div> <div>RECEIVED AUG 18 2004 Technology Center 2600</div>								
<p>I hereby certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.</p> <p>I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.</p> <table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Douglas J Ryder Registered Number: 43,073</td><td>/djr/</td><td>Attorney</td></tr></tbody></table>			Submitted by:	Elec. Sign.	Sign. Capacity	Douglas J Ryder Registered Number: 43,073	/djr/	Attorney
Submitted by:	Elec. Sign.	Sign. Capacity						
Douglas J Ryder Registered Number: 43,073	/djr/	Attorney						
Documents being submitted	Files							
us-fee-sheet	T721-15_08-12-04_IDS-usfees.xml us-fee-sheet.xsl us-fee-sheet.dtd							
us-ids	T721-15_08-12-04_IDS-usidst.xml us-ids.dtd us-ids.xsl							



Comments

Comments added at the request of EBC to avoid error messages



FEE TRANSMITTAL

Electronic Version v08

Stylesheet Version v08.0


Title of Invention	Advertisement distribution system for distributing targeted advertisements in television systems																					
<table><tr><td>Application Number:</td><td>09/748942</td><td></td><td rowspan="6">RECEIVED AUG 1 8 2004 Technology Center 2600</td></tr><tr><td>Date:</td><td>2000-12-27</td><td></td></tr><tr><td>First Named Applicant:</td><td>Charles A Eldering</td><td></td></tr><tr><td>Attorney Docket Number:</td><td>T721-15</td><td></td></tr><tr><td>Art Unit:</td><td>2161</td><td></td></tr><tr><td>Examiner:</td><td>Brian Shelton</td><td></td></tr></table>				Application Number:	09/748942		RECEIVED AUG 1 8 2004 Technology Center 2600	Date:	2000-12-27		First Named Applicant:	Charles A Eldering		Attorney Docket Number:	T721-15		Art Unit:	2161		Examiner:	Brian Shelton	
Application Number:	09/748942		RECEIVED AUG 1 8 2004 Technology Center 2600																			
Date:	2000-12-27																					
First Named Applicant:	Charles A Eldering																					
Attorney Docket Number:	T721-15																					
Art Unit:	2161																					
Examiner:	Brian Shelton																					
TOTAL FEE AUTHORIZED \$180																						
Patent fees are subject to annual revisions on or about October 1st of each year.																						
BASIC FILING FEE																						
<table border="1"><thead><tr><th>Fee Description</th><th>Fee Code</th><th>Amount \$</th><th>Fee Paid \$</th></tr></thead><tbody><tr><td>Submission Of Information Disclosure Stmt Fee</td><td>1806</td><td>180</td><td>180</td></tr></tbody></table>				Fee Description	Fee Code	Amount \$	Fee Paid \$	Submission Of Information Disclosure Stmt Fee	1806	180	180											
Fee Description	Fee Code	Amount \$	Fee Paid \$																			
Submission Of Information Disclosure Stmt Fee	1806	180	180																			
AUTHORIZED BILLING INFORMATION																						
The commissioner is hereby authorized to charge indicated fees and credit any overpayments to:																						
Deposit account number: 501535																						
Access Code: ****																						
Deposit name: EXPANSE NETWORKS INC																						
Deposit authorized name: Patti Hespell																						
Signature: /plh/																						
Date (YYYYMMDD): 2004-08-12																						
Charge Any Additional Fee Required Under 37 C.F.R. Sections 1.16 and 1.17.																						



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Advertisement distribution system for distributing targeted advertisements in television systems						
<p>Application Number: 09/748942 </p> <p>Confirmation Number: 6478</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T721-15</p> <p>Art Unit: 2161</p> <p>Examiner: Brian Shelton</p> <p>Search string: (4602279 or 5231494 or 5534911 or 5559549 or 5579055 or 5585858 or 5600366 or 5621728 or 5650994 or 5724091 or 5752160 or 5790935 or 5966120 or 5978381 or 5990927 or 6002394 or 6009409 or 6009410 or 6020883 or 6088722 or 6253238 or 6263501 or 6418122 or 6463585 or 6487721 or 6516002 or 6615039 or 6675385 or 6724974 or 6738978 or 5446919 or 6020880 or 20020026645 or 20020038455 or 20020104083 or 20020129374 or 20030200128).pn.</p> <p>RECEIVED AUG 1 8 2004 Technology Center 2600</p>							
US Patent Documents							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
	1	4602279	1986-07-01	FREEMAN			
	2	5231494	1993-07-01	WACHOB			
	3	5534911	1996-07-09	LEVITAN			
	4	5559549	1996-09-24	HENDRICKS			
	5	5579055	1996-11-26	HAMILTON			
	6	5585858	1996-12-17	HARPER			
	7	5600366	1997-02-17	SCHULMAN			
	8	5621728	1997-04-01	LIGHTFOOT			
	9	5650994	1997-07-22	DALEY			
	10	5724091	1998-03-01	FREEMAN			



	11	5752160	1998-05-01	DUNN
	12	5790935	1998-08-01	PAYTON
	13	5966120	1999-10-01	ARAZI
	14	5978381	1999-11-02	PERLMAN
	15	5990927	1999-11-01	HENDRICKS
	16	6002394	1999-12-01	SCHEIN
	17	6009409	1999-12-01	ADLER
	18	6009410	1999-12-01	LEMOLE
	19	6020883	2000-02-01	HERZ
	20	6088722	2000-07-01	HERZ
	21	6253238	2001-06-01	LAUDER
	22	6263501	2001-07-01	SCHEIN
	23	6418122	2002-07-01	SCHOENBLUM
	24	6463585	2002-10-01	HENDRICKS
	25	6487721	2002-11-01	SAFADI
	26	6516002	2003-02-01	HUANG
	27	6615039	2003-09-01	ELDERING
	28	6675385	2004-01-01	WANG
	29	6724974	2004-04-01	NARUTO
	30	6738978	2004-05-01	HENDRICKS
	31	5446919	1995-08-01	WILKINS
	32	6020880	2000-02-01	NAIMPALLY

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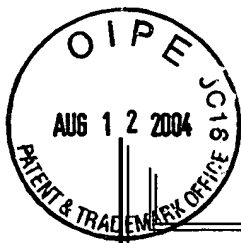
US Published Applications

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init	Cite.No.	Pub. No.	Date	Applicant	Kind	Class	Subclass
	1	20020026645	2002-02-01	SON			
	2	20020038455	2002-03-01	SRINIVASAN			
	3	20020104083	2002-08-01	HENDRICKS			
	4	20020129374	2002-09-01	FREEMAN			
	5	20030200128	2003-10-01	DOHERTY			

Signature

Examiner Name	Date
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